

Marketing Plan information for:

Date:



1. A brief history and background of the business:

2. Business vision statements:

Outline your vision of where you would ultimately like to see your business if you could fulfil all of your aspirations.

Marketing Plan information for:

Date:



3. Business objectives.

Outline your current business objectives e.g. target return on investment, profitability, growth, market share etc.

4. Current situation analysis:

4.1 - Market Overview: Describe the nature of the current market for your product? What market research do you have at present? What are the typical trading conditions (e.g. very competitive, cut-throat, little competition etc)? What is the expected growth for the market?

Marketing Plan information for:

Date:



4.2 - Political, Legal, Economic, Social and Technology factors; *These are factor's in the wider environment that are outside of your direct control, but could present an opportunity or threat to the business. For example: Is there a proposed change in the law that could affect your business, could a new technology make your product redundant, what could be the effect of a general economic downturn, higher interest rates etc.*

4.3 - Customers: *Who are they? Where are they? How do they behave in buying your product? What are their needs and how does your product or service meet their requirements etc.*

Marketing Plan information for:

Date:



4.4 - Competitors: *Who are they? Where are they? How do they do business? What are their strength's and weaknesses? How similar are they to your business? What makes you better than the competition?*

4.5 - Market position: *Describe the position of your product or service in the marketplace in relation to that of your competitors.*

Marketing Plan information for:

Date:



5. Internal analysis:

5.1 - Product: *Characteristics of your product or service, what makes it different to your competitors and what is its unique selling point?*

Marketing Plan information for:

Date:



5.2 - Price: *What is your pricing strategy and how does this compare to your competitors?*

5.3 - Place: *How do you distribute your product to customers?*

5.4 - Promotion: *What are your current promotional activities?*

Marketing Plan information for:

Date:



5.5 - Processes: How do you currently process and fulfil customer orders, enquiries etc.

5.6 - People: What skills do you and your staff possess? How do these contribute to the success of the business?

Marketing Plan information for:

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6. SWOT Analysis:

6.1 - Key strengths of the business (suggested no more than 5)

6.2 - Key weaknesses of the business (suggested no more than 5)

6.3 - Possible future opportunities for the business (suggested no more than 5)

6.4 - Possible future threats to the business (suggested no more than 5)